

REVOLUTIONIZING
FASHION WITH AI

VOGUEAI

High-Production Fashion Shoots
Faster. cheaper. Limitless
By

digichefs





Quick Exercise

Identify which image is real & which is AI generated



The background features three orange circles: a dashed one in the top-left corner, a large solid one in the top-right corner, and a medium solid one in the bottom-center.

All 3 were AI Generated

Photoshoots Today...

Brief: 5 models, 10 SKUs, 50 edited photos

The table on the right shows the logistics & cost!

A shoot like this will span over 2 days!

and

Cost you Rs. 11L+

Sr. No.	Particulars	Unit / days	Rate / day (INR)	Cost (INR)
1	Photography charges for photoshoot	2	40,000	80,000
2	Lights and equipment - broncolor score power pack - 2 , broncolor head - 5 , broncolor para 8 feet , broncolor beauty dish , broncolor softbox , broncolor strip , white / grey background , skimmer , stand , boom , flag , cutter , etc	2	35,000	70,000
3	Camera 120 format 100 megapixel	2	15,000	30,000
4	Lights man	2	10,000	20,000
5	Assistant	2	5,000	10,000
6	5 models {2 female, 3 male}	2	30,000	300,000
7	fashion stylist with assistants ,	2	55,000	110,000
8	Makeup and hair for 5 model	2	60,000	120,000
9	Studio charges with power	2	45,000	90,000
10	Image retouching 50 images (skin retouching)			50,000
11	5 art set and props	2		90,000
12	Spot Boy Wages	2		8,000
13	Food(Lunch & Snacks) Charges	2		45,000
14	Dressman & Tailor Wages with Steam Iron & Machine Charges	2		10,000
15	All Unit Transport Expense	2		10,000
16	Miscellaneous	2		20,000
17	Production Manager with Assistant Fees	2		50,000
	GRAND TOTAL			1,113,000



**What if your next
photoshoot only
needed creativity,
not logistics & a hole
in your pocket?**

What Problem Are We Solving

01

No Cameras, No Crews, No Chaos

Say goodbye to expensive photoshoots, model bookings, and unpredictable lighting setups. We deliver **picture-perfect results without the hassle.**

02

Style with Zero Limits

Test multiple fabrics, colors, and designs **instantly**—no need for reshoots or wardrobe changes.

03

Speed Like Never Before

Get professional-grade visuals in **days, not weeks**. No more recce, location hunts, or scheduling nightmares.

04

Sell More, Smarter

A/B test different visuals, showcase multiple models, and tailor product images to **match every audience segment**. E-commerce, social media, ads—ready to go.

05

Infinite Creative Control

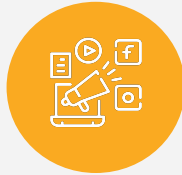
Need a modern, traditional, or luxury look? We adapt to any **brand identity** at the click of a button.

Where Can You Use AI-Generated Photoshoot Images



E-Commerce & Online Stores

Product pages, category banners, and lookbooks.



Social Media Marketing

Instagram, Facebook, Pinterest, and LinkedIn ads & posts.



Advertising Campaigns

Billboards, print ads, and digital marketing creatives.



Fashion Catalogs

Digital & print catalogs with high-end AI imagery.



Website & Landing Pages

Hero banners, campaign pages, and product highlights.



Email Marketing

Stunning visuals for promotional emails & newsletters.



Retail & In-Store Displays

AI-generated visuals for store branding.



Influencer Collaborations

AI-powered influencer-style product shoots.



Lookbooks & Editorials

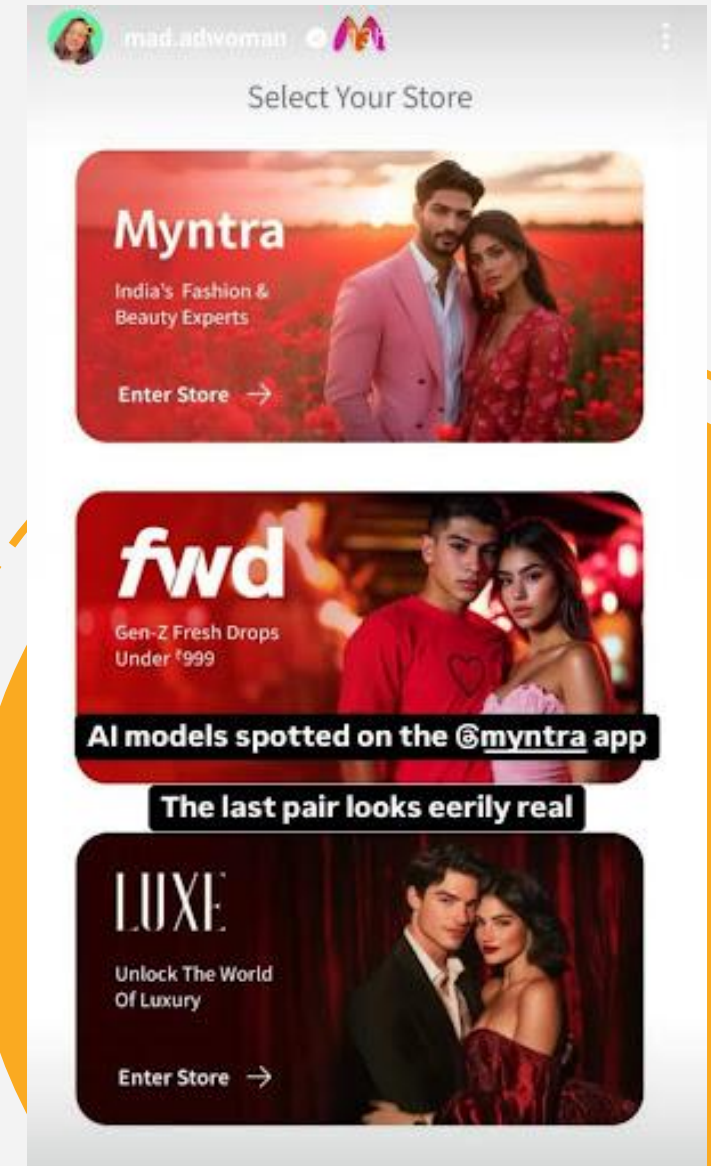
High-fashion AI-generated campaign visuals.

Your Industry Has Already Started To Adopt AI!

Lucknow-based fashion designer Gunriddh Sial, who has been following the AI boom closely, generated designs, models and backdrops using the technology and the response she is getting is phenomenal.

Myntra's AI Shopping Assistant

Myntra, a leading fashion e-commerce platform, launched MyFashionGPT in partnership with Microsoft. This AI assistant goes beyond conventional keyword searches, allowing users to ask open-ended queries like "Show me clothes for a beach vacation" and receiving suggestions spanning multiple categories. Myntra has also introduced Maya, an AI fashion influencer, to enhance customer engagement.



What's Included In Your Package?

01

AI-Generated Models –

Ultra-realistic, diverse, and customizable models.

02

High-Resolution Images –

Cinematic-quality outputs for print & digital use.

03

Multiple Angles & Poses –

Dynamic visuals tailored to your brand aesthetics.

04

Custom Styling & Wardrobe –

AI-generated outfits or real product placements.

Background & Set Design –

Studio, outdoor, editorial, or custom environments.

05

Post-Production Enhancements –

Retouching, color grading, and fine-tuning.

06

Commercial Usage Rights –

Full rights to use across e-commerce, ads, and marketing.

07

Fast Turnaround –

Receive your images in days, not weeks.

08



Add-Ons (Optional)

+ **AI-Generated Videos**

Fashion films, product reels, and digital campaigns.

+ **Custom AI Model Training**

Train AI on your brand's past campaigns for consistency.

+ **360° Product Spins**

Interactive, AI-rendered product showcases.



Possibilities - Models

”

By Gender & Diversity

- Female Model (Standard)
- Male Model (Standard)
- Plus-Size Model
- Petite Model
- Tall Model

Possibilities - Models

By Ethnicity & Regional Looks

(for targeting different Indian markets)

”

- North Indian (Punjabi, Kashmiri, Himachali)
- South Indian (Tamil, Telugu, Kannada, Malayali)
- West Indian (Gujarati, Maharashtrian, Goan, Rajasthani)
- East Indian (Bengali, Assamese, Odia)
- Northeast Indian (Manipuri, Naga, Mizo, etc.)
- Mixed-ethnicity / Global Fusion look





Possibilities - Models

”

By Features & Hair Types

- Straight / Curly / Wavy Hair
- Bun / Ponytail / Loose Hair / Braided Hair
- Clean-shaven vs. Bearded Male Models
- Bold Makeup vs. Natural Look



Possibilities - Sample Poses

E-commerce Standard Poses (For brands selling online)

Front-facing standing pose (neutral expression, hands on sides)

45-degree angled pose (one foot slightly forward)
Over-the-shoulder look

Walking pose (one leg stepping forward naturally)

Close-up of fabric details (model holding the outfit)

Back view pose (to show outfit design from behind)

Side profile pose (hands in pockets or crossed)



Possibilities - Sample Poses

Lifestyle / Editorial Poses (For lookbooks, ads, and campaigns)

Casual walking (dynamic movement)

Sitting pose (relaxed, hands on knees)

Leaning against a wall (effortless chic)

Playing with accessories (adjusting earrings, sunglasses, hat)

Hair flip / wind-blown effect

Looking down thoughtfully (serene mood)

Mid-action shot (e.g., adjusting sleeves, draping dupatta)

Holding a prop (coffee mug, bag, flowers, etc.)



High-Fashion / Dramatic Poses

(For luxury brands & designers)

Strong stance (hands on hips, head tilted slightly)

Power pose (legs apart, confident gaze)

Vogue-style side gaze (intense expression)

Lying down with flowing fabric

Sitting with one leg extended, one bent (bold, artsy)

Silhouette pose (backlight for artistic effect)

Hair or saree drape in motion (capturing movement)

Possibilities - Backgrounds



For E-commerce & Online Stores

Solid white / gray background
(Amazon, Flipkart standards)

Pastel gradient backdrop
(premium aesthetic)

Textured fabric backgrounds
(linen, velvet, wood panel)

Transparent PNG (for product
catalog flexibility)



For Resort & Summer Wear

Beachfront (Goa, Andaman
aesthetic)

Palm trees & sunset glow

Poolside luxury setting

Hammock or lounge chair
scenes



For Lifestyle & Urban Fashion

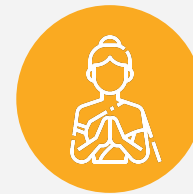
High-street / Cityscapes
(Mumbai skyline, Delhi)

Connaught Place, Bangalore
MG Road)

Boutique store setup (modern
retail feel)

Café / Rooftop restaurant
(casual, millennial vibe)

Co-working space / Minimalist
studio (corporate-casual
fashion)



For Ethnic & Festive Wear

Royal palace / Heritage
backdrop (Rajasthan forts,
Havelis)

Temple courtyards (South
Indian temple aesthetics)

Diwali / Wedding mandap
setup

Mughal garden or floral
archway



For Sustainable / Eco-Friendly Brands

Nature settings (lush green
forest, paddy fields)

Minimalist wooden textures

Clay / Handwoven
textile-inspired backdrops



Zero Risk For You

Unlimited iterations on outputs

45 day money back guarantee if you don't use any content we produce

Our AI Photoshoot Process

01

Client Briefing & Strategy

We begin with a structured questionnaire to capture your vision:

Model Specifications – Define the look (ethnicity, height, skin tone, body shape, etc.).

Outfit Requirements –

Number of outfits per model.

Shoot Style – Choose between e-commerce, lifestyle, indoor, or outdoor settings.

Target Audience – Ensuring visuals align with your brand's consumer profile.

Pre-Production Approval –

Once all inputs are finalized, we move forward.

02

AI Model Creation

We generate ultra-realistic AI models based on your specifications.

Review & Approval – You receive the first set of models for feedback and finalization.

03

Outfit Implementation

Selected outfits are digitally applied to the approved models with precision.

Review & Approval – You receive initial visuals for validation before full-scale production.

04

Scaling & Refinement

Once the initial visuals are approved, we scale up to complete the entire set of models & outfits.

Final refinements are made for consistency and quality.

05

Final Delivery

High-Resolution Images – Ready for e-commerce, marketing, and social media.

Optimized Outputs – Delivered in your preferred format (JPEG/PNG) and dimensions.

**Some Projects
We Delivered Recently...**



Ecommerce Shoots



Input



Output

Lifestyle Shoots



Input



Output



Output

Lifestyle Shoots



Additional Samples



Additional Samples



Additional Samples



Additional Samples





Thank you!

Write to us on

biz@digichefs.com

for a quick quote!

